



Hereford **BID**
Investing in our City

ANNUAL REPORT
2020-2021



Paul Stevens
Chair

CHAIR, VICE CHAIR & CEO STATEMENT 2020-21

Welcome to our annual report. Inside you will find a vast number of projects and support we have delivered for you, our levy paying members, over what can only be described as one of the most extraordinary years in living memory.

This has been a time where many of our members faced frightening challenges, battling to stay open or simply complying with orders to shut the doors whilst navigating rules on Government compensation. Throughout this time the Hereford BID adapted, switching project delivery to information delivery, coupled with initiatives that supported you to trade online, direct customers to your online channels, or even help deliver your goods.

Whilst the pandemic has been devastating, it also revealed the value of the Hereford BID in its ability to respond to a crisis – providing the right information to businesses exactly when they needed it, and then being there for the recovery of Hereford; making it, and our members, a destination that is attractive and clean, but also one that is marketed and sold to the outside world. This has been the year of the digital medium where consumers have sought their information, in the main, online, and so we fully utilised both our

Hereford BID and Hereford City Life social platforms, ensuring ours and your key messages reached target audiences. There is no-one else doing this vital role and we continue to invest in digital marketing, so that you, and the city, positively stand out.

Our business plan remains the blueprint upon which we will deliver the range of projects promised. However, we also adapted this year, reassuring consumers when you were open for business, making Hereford safe and ready to welcome shoppers, providing signage across the city for our visitors, and all the while fighting your corner for a better deal on parking fees and restrictive road measures in the name of COVID. Simultaneously, we continued to provide our core services such as security support with our 'Team Hereford' project – advising on footfall and crime according to our footfall counters & DISC Crime App, ensuring criminals were kept at bay when most businesses understandably had their attention on other issues. Similarly, our handy team was out and about as much as was allowed, working in the background, preparing the centre for returning guests with jobs such as weed killing, gum removal and the painting of benches. Not exciting but certainly essential.

This year was not the year any of us anticipated, but it is a year where we stepped up to respond to the things you needed. Throughout this report you will see many instances of projects that were implemented based on the needs of the time. Looking to the future, you can be assured this reactive and proactive approach remains with you, our businesses whom we serve, always at the heart of everything we do.

We would also like to take this opportunity to thank our serving board during the period of this annual report. They are all local businesspeople, giving their time for free with no benefits of any kind, so that you and Hereford can grow and prosper.

For more information on the Hereford Business Improvement

District and its projects, please visit www.herefordbid.co.uk



Moira Davidson
Vice Chair



Mike Truelove
CEO

YEAR 1 IN FACTS AND FIGURES

1,100 Street Cleaning
Activities inc. vacuuming, weed
treatments and gum removal
across BID Streets

6,000 Views of
our 'Welcome Back to
Hereford' Film

Removal of
over **11,000** pieces
of Chewing Gum

14,000 Consumers
Subscribed to our Hereford
City Life branded updates
on Visiting and Shopping
in Hereford

Over **100,000**
emails sent out to the public
on your Offers & News

Supplied & installed
over **1000** outdoor covid
Safe-distance stickers

7 Seasonal
Campaigns Promoting
including Apples for Autumn,
Valentines and Christmas
in Hereford

27 Footfall
reports with city
and individual
street data

Planted over **30**
trees and **600** flowers
in Bath Street by the
Old City Wall

Hosted
and chaired **25**
'Team Hereford'
City Meetings

191 members
using the DISC
security app

Filled & disposed
of over **162** bags
of garden and
street waste

9 representations made
to Herefordshire council including
Eign Gate underpass, Covid parking
measures, closure of Old Bridge, car
parking fees and the refurbishment
of the City Centre

Installed **72** lit
and decorated
Xmas Trees

127 inquiries
answered via email
and phone on
Covid grants

10,629 LoyalFree
App Views & Redemptions
for trails, deals &
competition entries

57 members
attended online seminars
covering hospitality, HR
and marketing



HIGH PROFILE HEREFORD: PROMOTION AND EVENTS

Working in partnership with you and your business, the Hereford BID extensively promoted the fantastic range of products and services our members provide by targeting customers through our consumer brand, Hereford City Life. In a year that saw lockdown after lockdown, our digital channels and direct marketing became crucial tools as shoppers and potential visitors alike sought products, services, and information online, whenever they were unable to visit the city centre.

Hereford

City Life Country Living

OPEN FOR BUSINESS CAMPAIGN

We ran a hard-hitting campaign from February 2020 – 2021, switching messages between lockdowns and re-openings, that many of our businesses were open – either physically or online, and ready to welcome back customers. We even created a film featuring many of our shops with the catch phrase, ‘welcome back’ that saw over 6,000 views!

Using the slogan ‘COVID 19: Open for Business’, we created articles on takeaways, supermarkets, retail shops, office sector services, and many more, with dedicated and eye-catching listings of what was available. Often, this was supported with competition giveaways or business focused articles that were then used on our social media, web and direct email channels using our consumer database of over 14,000 subscribers.

LLOYDS OPEN Monday - Friday 9-12pm & 2-4pm Wednesday & Friday may only open 1 for daily high street 1 for service Saturday 9-11am	BOOTS OPEN Monday - Saturday 9-5pm Sunday 10-4pm	CHANDOS OPEN Monday - Friday 9-12pm & 2-4pm	CHAVE & JACKSON OPEN Monday - Friday 9-12pm & 2-5.30pm	TAYLORS OPEN Monday - Friday 9-12pm & 2-4pm
King Street, HFD	High Street, HFD	St Owen Street, HFD	Broad Street, HFD	
01432 371512	01432 274941	01432 272065	01432 272152	
no home delivery (full capacity)	no home delivery (full capacity)	no home delivery (full capacity)	no home delivery (full capacity)	
pay/collect in-store	pay/collect in-store	pay/collect in-store	pay/collect in-store	



“ We immediately knew the app was the answer to attracting Loyalty to the Café. Since we joined our hot drink sales have increased significantly and the app helps us build better relationships with our customers who like the simplicity and visible information they have on their reward.

In real time we can go online and see engagement with any offer and understand from the app what works well and what we be improved to increase sales.”

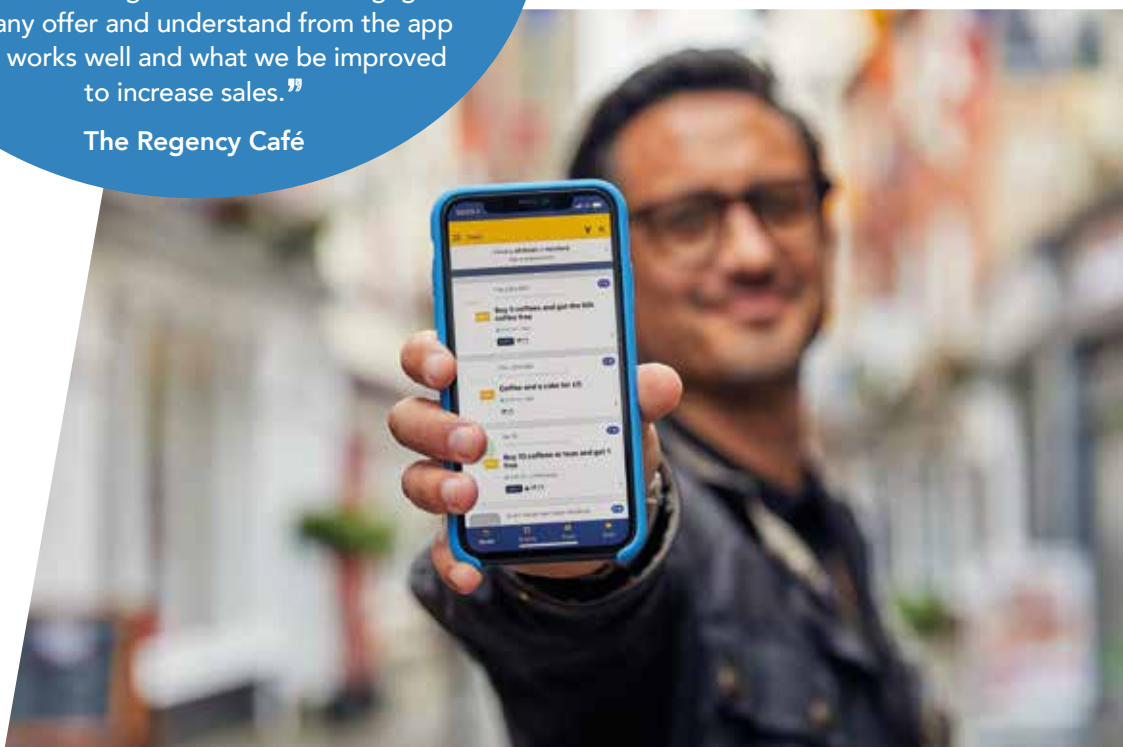
The Regency Café

LOYALFREE APP

In May 2020, our powerful LoyalFree App was launched – aimed at anyone who likes a good deal! The app works by encouraging loyalty with a customer scanning a QR code relating to the deal at any given location. For example, after 6 visits you might get a free coffee, a T-shirt, or a discount. Alternatively, a straight-out deal can be given for just one visit.

Since launch, over 689 people and counting had downloaded the app, with over 10,629 interactions and redemptions. When LoyalFree is initially opened it uses GPS to reveal the nearest business first with offers to tempt you in.

Your feedback has been tremendous and consumer engagement goes from strength to strength as more businesses join, leading to more competitions and offers that attract visitors to you. In addition, the app shows trails around the city that the Hereford BID have created such as 'Lockdown Essential Shops', 'Festive Feasting' or 'Apples for Autumn'.



SEASONAL PROMOTIONS

We made significant investments in our marketing campaigns in 2020/21 including a dedicated Marketing Manager to oversee promotion of our members and the city centre. Throughout the year we took advantage of national events such as Brew Monday, Veganuary, Valentines, Mother's Day, and Christmas to create fun and engaging promotions that focused the public's mind on you!

VALENTINE'S DAY

This was a typical campaign where we partnered with BID members to offer a fantastic prize of Pizza, cocktails, and flowers to be home delivered for the special night. We also ran additional promotions and competitions with suggestions of what to do and buy such as mouthwatering meats from Neil Powell butchers, chocolate from Hotel Chocolat or cook at home menus from Cotto! The total of all our valentine promotions reached over 30k people.



Christmas Parking



CHRISTMAS 2020

We promoted late night shopping with 50 outdoor free parking posters around the city plus 200 posters distributed to shops to display in their windows. To raise the profile of as many businesses as possible we ran our 4th annual Xmas Shop Window Competition that drew in over 1100 votes resulting in Waterstones winning 1st place for the nationals (Pandora and Seasalt came second) and Coffee Cart coming first for the independents.

Because of the previous lockdown, many of you were unsure of what was open late, if at all, so we shared information to businesses including opening times and days to allow others to plan ordering and staffing.

OTHER PROMOTIONS

Other events and promotions throughout the year included:

BREW MONDAY

POSITIVITY AND WELLBEING

LOYALFREE TRAILS including...

Wellbeing and Positivity, Veganuary, take-away services and many more



HIGHLIGHTS

10,629 LoyalFree
App views & redemptions
for trails, deals &
competition entries

7 Seasonal
marketing campaigns
including Brew Monday,
Valentine's Day, Apples for
Autumn (partnering with
Visit Herefordshire) and
Christmas in Hereford

6,000 Views of
our 'Welcome Back to
Hereford' Film

82 Businesses
received enhanced
marketing support when
they were trading during
the pandemic

1,100 Votes for the
Best Xmas Shop Window
Competition – putting the
attention on you

Over **100,000**
emails sent out to the public
on your Offers & News

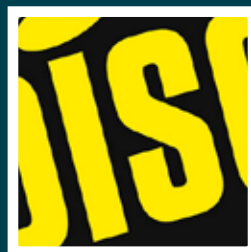
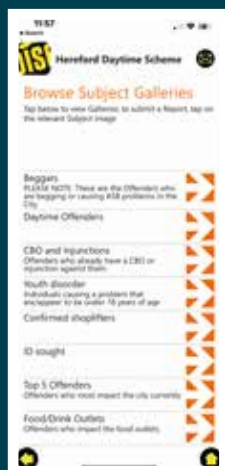
14,000 Consumers
Subscribed to our Hereford
City Life branded updates
on Visiting and Shopping
in Hereford

THE HEREFORD EXPERIENCE WELCOMING SAFE AND CLEAN

A smart, pristine, 'feel good' and welcoming city centre was something strongly expressed when we consulted with you on the current business plan. In today's challenging 'post-COVID' climate, the need to achieve this in Hereford has never been higher as we compete with other regional destinations for a slice of the 'visitor pie' - not to mention locals whose interest must be kept and retained as key and valued customers.



Our handy team play a key role in adding sparkle to the centre complemented by our security work which helps keep our city safe as well as proactively monitoring criminal activities. Behind the scenes we have a dedicated member of staff who shares intelligence amongst businesses which is accessed via our online app called 'DISC'.



DISC SECURITY APP

Our online security app (DISC), supported by a dedicated team member, successfully shares and keeps members updated on local criminals and crime trends in the city centre. Businesses wishing to protect their staff, property, and customers can easily see who is operating nearby and be forewarned of any potential issues, allowing them to take any necessary action required.

This year 'DISC' continued to evolve and deliver, resulting in 191 members across the day and nighttime economies using the service - the highest it has ever been. During the daytime shoplifting/ theft/ attempted theft was typically the most common crime reported equating to 136 reported incidents out of a total of 200. For the night-time economy the highest offence was being on a premises whilst banned.

TEAM HEREFORD (TH)

Led by the Hereford BID, Team Hereford is a monthly meeting for all businesses that is attended by CCTV, Police, Vennture (Street Pastors), HAND, Parking Officers, Churches, Hereford Cathedral. Our aim and those of our partners is simple, to bring the city together to discuss current and emerging security or operational issues that need attention such as aggressive begging, street drinking or anti-social behaviour.

This year TH saw continued exchanges of critical information such as travelling gangs targeting the city to steal in volume or matters of cleanliness affecting trade in places such as Eign Gate. We also use our meetings to update businesses on footfall and associated trends as well as project updates and opportunities for businesses to get involved.



MAKING HEREFORD COVID-SAFE

Although not planned, we provided members with 1000 'social distancing' floor stickers as well as sourcing and offering discounts on sought after products such as hand gel, dispensers, and masks. We also provided downloadable resources for you to print off and use – illustrating that Hereford was a safe and well managed destination during the crisis.

TACKLING GROT SPOTS/ ENHANCING OUR CITY

Working a total of 50 hours a week, Chris and Kevin have been hard at work removing chewing gum, vacuuming the hard-to-reach edges of the streets, weed killing, painting benches, and tidying up parts of the town that needed a little love and care.

One such area that required more than the usual lick of paint, or tidy, was the Old City Wall by the Police Station which was covered with weeds and overgrowth up to 14ft high! Over 4 weeks we took away 46 bags of garden waste as we removed weeds and dead tree stumps to reveal the Old City Wall in all its glory – we even had to hire in a company with a chainsaw! The next phase was to plant 30 Apple Trees that tied in with our theme of celebrating the Herefordshire Apple, knowing that each Spring a spectacular display would be on show followed later in the year by the beautiful autumnal colours of the apples themselves. Next, we planted thousands of bulbs and flowers followed by the restoration of the path including laying down new slabs so the public could enjoy the view. Next year we will focus on further planting as well as the restoration of the 3 benches there.





HIGHLIGHTS

Supplied & installed
over **1000** outdoor covid
Safe-distance stickers

Planted over **30**
trees and **600** flowers
in Bath Street by the
Old City Wall

Filled & disposed of
over **162** bags of garden
and street waste

Hosted and chaired
25 'Team Hereford' City
Meetings, sharing and acting upon
valuable intelligence you raised
including safety of staff and stock
loss prevention

Installed **72** lit
and decorated Xmas
Trees across the
BID area

191 signed up
members to the DISC
security app from day and
nighttime businesses

CHRISTMAS IN HEREFORD

This year visitors really did need cheering-up, having been in lockdown for most of the year. We installed over 70 lit and decorated trees in places that needed extra support including King, Broad, Bridge, St. Peter's and Commercial Street as well as Maylord Shopping Centre. We also put up a 20ft lit tree in King Street too that added light and joy to passers-by.

BUSINESS VOICE: LOBBYING AND SUPPORT

Representing our businesses and providing direct help is a core activity of the BID team. Whether it was marketing assistance, footfall data on your street (or the city at large), providing COVID grant support information or using our relationships with the Council and other stakeholders to represent you, we have been here to provide critical information and champion the issues that are important to you.

“Thanks to the information received from the Hereford BID I was able to apply for a grant of £10,000 – I had no idea this was available to me and with it has meant my business and staff are still here....”

Edward Pritchard,
Pritchard's Menswear,
Hereford

COVID GRANT SUPPORT

Throughout the year we sent regular updates to members on the numerous Government grants that became available - signposting where and how to claim. We also took hundreds of phone calls and emails, mainly from the BID area, but also around the County too as people shared our information, through word of mouth, email updates or online news stories.

Although the information changed constantly, we investigated and consulted with both the local authority and other BID's from around the County to simplify and explain to members what they were entitled to have.

SUPPORT AND DELIVER

During a year of constant lockdowns, many of our businesses found that whilst they could develop online channels, they struggled to spare staff to deliver orders in the run up to Christmas. We redeployed BID staff to offer a free service for our members called 'Support and Deliver', taking the pressure off owners and allowing businesses to focus 100% on connecting with customers. The service ran for 5 weeks in late Autumn.

WEBINARS, FILMS AND PODCASTS

A range of HR, marketing and hospitality webinars were put on during the year to help businesses deal with a variety of issues caused by the pandemic. We brought in organisations such as Minx Media, Eagle HR and Night Time Economy Solutions to give you the expertise you needed such as dealing with staff working from home, safely serving alcohol or how to market your business and encourage shoppers to come back in.

One such webinar was for the hospitality sector. Here we brought in one of the UK's leading figures, Jo Cox Brown, who provided clarification and best practice on working with the new rules of trading during the pandemic. Jo delivered 2 seminars for the Hereford BID that saw over 45 pub landlords, restaurateurs and café owners attend.

Complementing our webinars were a range of films and podcasts on topics from claiming government grants to interviews with Hereford BID businesses who were weathering the challenging trading conditions and sharing their thoughts and views on trading in the city.

LOBBYING

We lobbied the Council on a number of occasions with concerns that were important to you; two issues stood out above all others this year: parking fees and the Emergency Travel Measures. These actions saw the cost of parking in the centre rise up to 100% in many instances as well as the closure of the Old Bridge and loss of on-street parking spaces in Broad, King and Bridge Street as part of the Governments measures to keep people safe.

We fed back to the Council on your behalf, talking to members and collating evidence of impact as well as writing an open letter, numerous emails and making calls on the effect and hardship this would cause. Whilst we did not succeed in overturning the parking fees, we did manage to get a reduction in the number of parking bays removed using footfall evidence from our Wi-Fi system that demonstrated these measures were not required.

FOOTFALL REPORTS

Throughout much of the year we sent members footfall reports indicating the level of visitors to the city. Whilst the reports were not for the faint hearted, it did provide valuable information for shops to gauge the level of interest and confidence when Hereford was not in lockdown.

For a limited period we also shared our data with officials who wanted to understand the number of people in the city during the imposed curfews – this helped the services co-ordinate efforts and kept the public safe.

PRIORITY HOUR

We instigated a county campaign for the elderly and vulnerable (or their carers) to have a priority hour on Wednesdays from 0830-0930 during 'essential shopping periods only'. Shops could proudly display a provided window sticker from us that explained this was a priority hour, offering some reassurance that the public would stay away in support of this group of people who needed shielding from the risks of COVID.

In a true show of unity and collaboration Your Herefordshire, Hereford Times, Sunshine Radio, Herefordshire Council and Hereford City Council all got behind the scheme.

HIGHLIGHTS

57 members attended online seminars covering hospitality, HR and marketing

Made representation on **9** occasions to Herefordshire council including Eign Gate underpass, Covid parking measures, closure of Old Bridge, car parking fees and the refurbishment of the City Centre

27 Footfall reports sent out

Answered **127** inquiries via email and phone on Covid grants

68 different opportunities highlighted via email to help members prosper

“ A pavement licence to allow The Pizza Works to trade outside was vital to the future of my new business in Broad Street. When I needed support, Hereford BID were there, talking to the Council on my behalf.....it helped secure the vital permissions I needed to trade”

Nicola Hassenpflug,
The Pizza Works

PAVEMENT LICENCES

In response to the relaxation of pavement licences allowing COVID restricted businesses to trade outside, information & advice was issued to every BID member on how to successfully apply. Some businesses requested further help and representation to the Council's licensing department where we intervened with evidence and written support on their behalf.

FINANCIAL STATEMENT

Financial governance and transparency is overseen and monitored by the Board of Directors who routinely review the accounts at each bi-monthly meeting.

Accounts are inspected by Thorne Widgery.

Hereford BID is accountable solely to its levy paying members and is governed by an elected group of voluntary members representing the retail, multi-national, public, property and office sectors.

Meeting up to six times a year, our board is here to ensure the business plan you voted us in on is delivered effectively, using their commercial experience to shape and guide the management team.

All members are encouraged to get involved with the BID as much as possible by attending our network meetings or requesting a one-to-one meeting in addition to the monthly news updates we publish on project progress.

Hereford BID Limited Detailed Income and Expenditure Account for the Year Ended 31 March 2021	
	31.03.21
	£
Turnover	
Levy Income	275,914
Voluntary memberships	300
Chargeable services	293
Sponsorship and other income	10,500
	287,007
Project costs	
P1: High Profile Hereford	
Christmas Tree and Decorations	2,888
Seasonal Marketing	4,526
Christmas Marketing	1,001
MailChimp	1,545
Wi-fi	8,758
City Life Website	255
Maps for Visitors	477
Loyalty App	10,417
Staff wages and oncosts	42,089
	71,955
P2: Hereford experience	
Handy Person Consumables/Extras	4,301
DISC Security App	1,854
Staff wages and oncosts	23,383
	29,537
P3: Business Voice	
BID Website	310
Networking Events	710
Staff wages and oncosts	18,706
	19,726
Total project costs	121,219
GROSS (DEFICIT) SURPLUS	165,789

MEMBERS OF THE BID BOARD 2020/21

Matt Hayes (Acting Chairman)

Harrison Clark Rickerbys
representing the Professional Sector

Bill Sewell (Vice-Chair)

Café All Saints
representing Hospitality & Leisure

Alan Anderson

Old Market
representing Property Owners

Colin Bell

Maylord Shopping Centre
representing Property Owners

Sarah Caton

Monsoon
representing Multi-Nationals

Neil Clarke

Tanners Wines
representing Retail

Moirá Davidson

Fox and Mabel
representing Retail

Christian Dangerfield

Green Dragon Hotel
representing Hospitality & Leisure

Dan Guerche

Harrison Group
representing Hospitality & Leisure

Kieran Smith

Specsavers
representing Retail

Paul Stevens

Hereford City Council
representing Office Sector

Mark Stevenson

Work Here
representing Office Sector

Ben Turner

Hereford Music Shop
representing Retail

Nick Webster

Herefordshire Council
representing Public Sector

HEREFORD BID DELIVERY TEAM

Mike Truelove

Chief Executive Officer

Rhiannon Burns

Marketing Manager

Hannah McCourt

Admin and Disc Security
Executive



YEAR 2 PRIORITIES AND PLANS

Whilst we have a business plan that fulfils the objectives you told us where important, we recognise the important task in Year 2 is to support and rebuild footfall to the city as quickly as possible. With this in mind, key priorities are as follows:



HIGH PROFILE HEREFORD

- We will deliver a new gift card for Hereford that brings in additional spend whilst reinforcing the city as a brand and destination.
- Develop our marketing reach with an emphasis on our digital offering via email with quality editorials on what there is to see and do in Hereford. This will also involve the development of a new and improved Hereford City Life brand and rebuilt website.
- Expand the uptake of LoyalFree making your deals and offers even more accessible whilst creating further trails for people to explore
- We will deliver a targeted campaign to support the hospitality sector to include the Hereford Bull Trail and showcase the best of what Hereford can offer.
- Deliver the 3rd International Ferrous event in March 2022, attracting visitors from around the world including a strong domestic market that is particularly supported across the Midlands and Three Counties.
- Deliver a significant 'wow factor' Christmas event to capitalise on the appetite of shoppers wishing to get back to normal and experience the fun and atmosphere of a thriving location. We will increase the number and quality of acts making it a 'must see' event.

HEREFORD EXPERIENCE

- Build on the planting of flowers and trees by removing the rotten planters and installing modern ones in the public area around the Herdsman Pub, opposite the Old Market, complete with a dazzling array of flowers and trees.
- Purchase a deep cleaning pavement machine to clean areas that are filthy and in need of care. The work has not been done for over 20 years and is worst in the summer where baked pigeon detritus becomes a part of the scenery. Our team will tackle these spots, increasing the frequency of cleaning with the machine to bring levy payer areas up to an acceptable standard.
- Explore our ability to provide free hanging baskets for all BID members as part of a post-covid support package.



BUSINESS VOICE

- Champion the need for a city centre vision, feeding into the forthcoming master plan being developed by the County Council and ensuring your voice is heard.
- Provide networking and support for members in the form of events, training or specialist courses.
- Lobby/develop a campaign to challenge the rundown area of Eign Gate Underpass.

Hereford **BID**
Investing in our City

